



Clean-Up Damascus Day



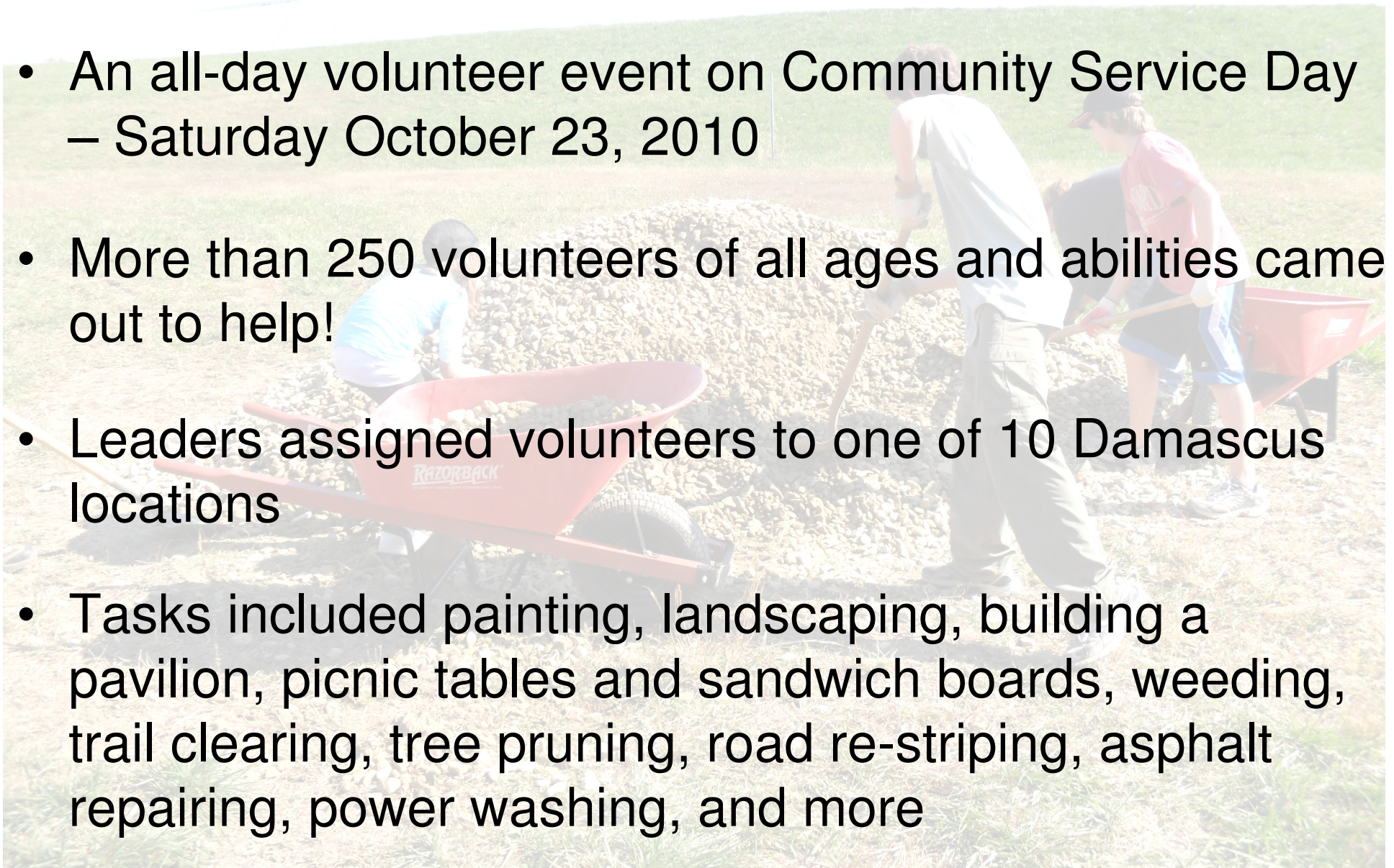
What were the goals?

- Building a renewed sense of Community Spirit, which has been on the decline
- Enhancing the appearance of public buildings and spaces
- Cleaning up 10 sites in Damascus, including the Recreation Center, Public Library, Senior Center, Fire Activities Building, Fire Department, American Legion building, Elementary School, Baker Middle School, and the High School.



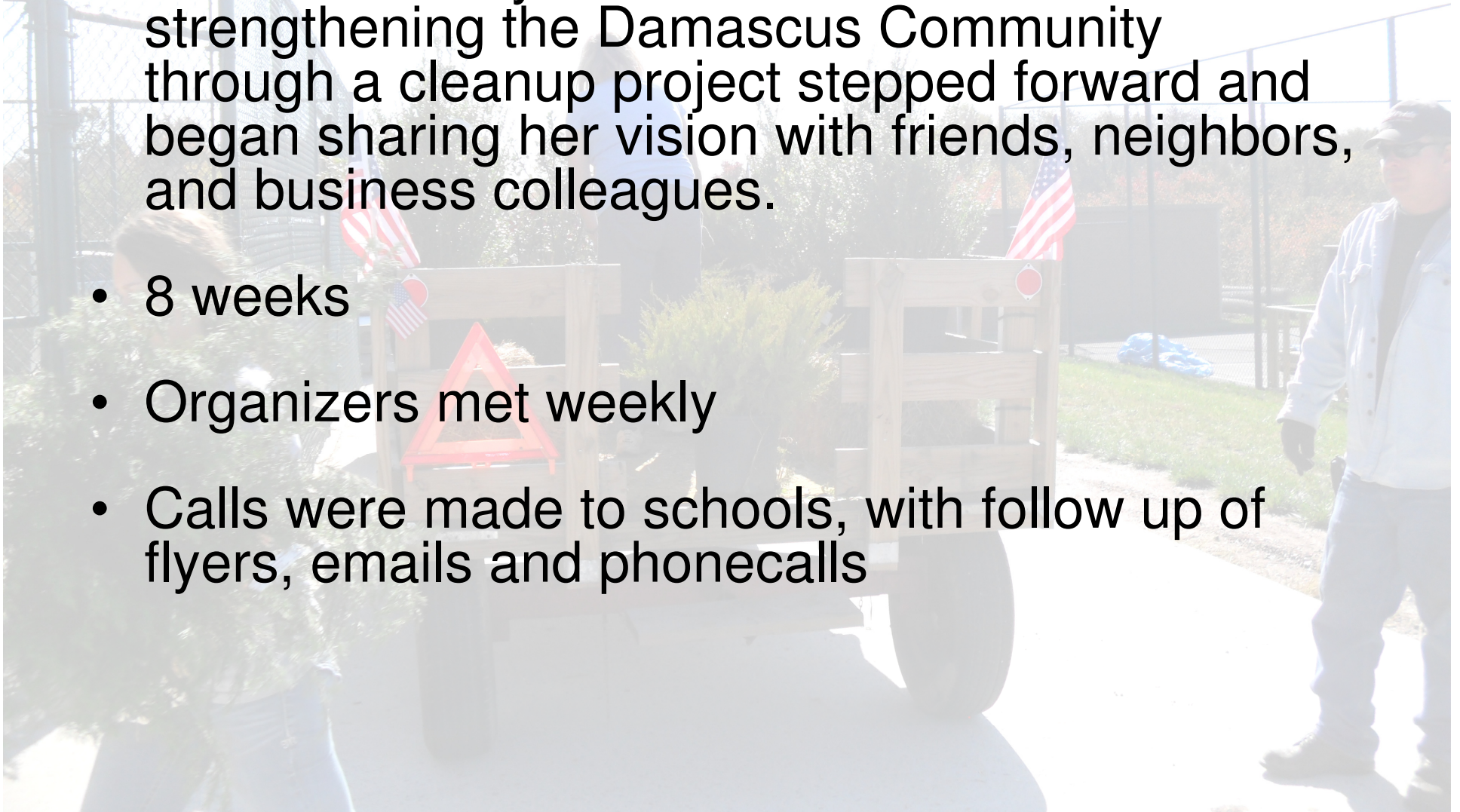
What did the project involve?

- An all-day volunteer event on Community Service Day – Saturday October 23, 2010
- More than 250 volunteers of all ages and abilities came out to help!
- Leaders assigned volunteers to one of 10 Damascus locations
- Tasks included painting, landscaping, building a pavilion, picnic tables and sandwich boards, weeding, trail clearing, tree pruning, road re-stripping, asphalt repairing, power washing, and more



How was the event planned?

- One community member with a vision of strengthening the Damascus Community through a cleanup project stepped forward and began sharing her vision with friends, neighbors, and business colleagues.
- 8 weeks
- Organizers met weekly
- Calls were made to schools, with follow up of flyers, emails and phonecalls



Community Partners

- Local businesses
- Local public schools
- Montgomery County government
- Local service organizations such as the Lions Club
- Religious organizations



Materials and Expenses

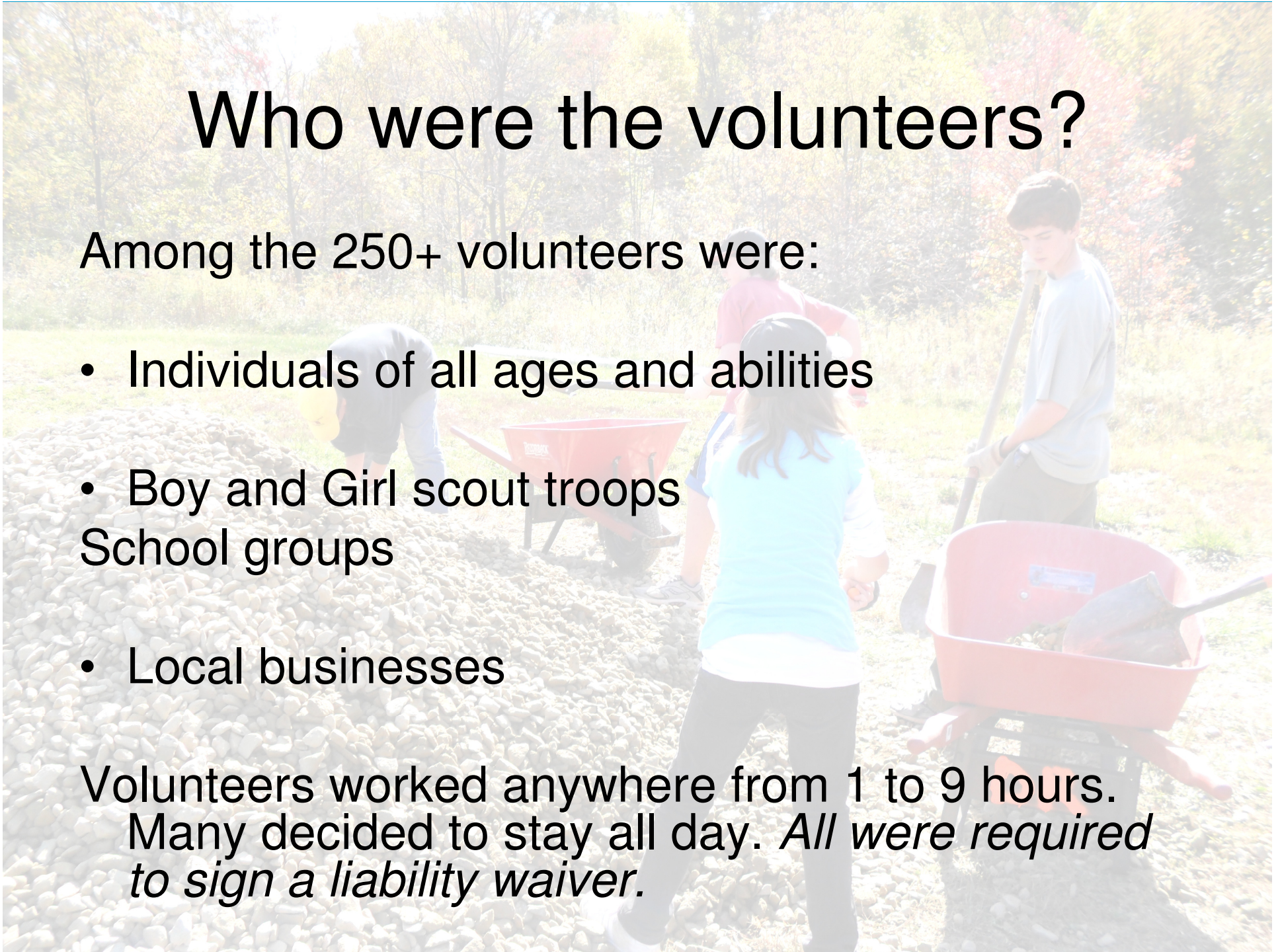
- Materials included trash bags, gloves, mulch, gravel, and food for an after-party
- Nearly all materials were donated or funded by private sources, especially through the businesses of the organizers
- Montgomery County provided some gloves and trash bags
- The local Lions Club acted as a fiscal agent for local donations
- Organizers estimate overall savings in labor and materials to the County at \$75,000, including about \$3,000 in fencing, \$1500 in line striping, and \$3,000 in plants

Who were the volunteers?

Among the 250+ volunteers were:

- Individuals of all ages and abilities
- Boy and Girl scout troops
School groups
- Local businesses

Volunteers worked anywhere from 1 to 9 hours.
Many decided to stay all day. *All were required to sign a liability waiver.*



Which businesses were involved?

Many local businesses lent support and provided supplies and manpower. Some of the most involved included:

- K.W. Miller Inc. (Excavating/Landscape Contractor)
- Handymen Lawn Maintenance
- Long Fence
- ERW Homes (Home Builders)
- Branching Out (Landscape Architectural Services)
- John Deer Landscapes

What was the role of County Government?

- Volunteer Center staff assisted with planning and coordination, and projects were posted on the Volunteer Center's website
- Police helped at the skate park, and assisted with overall safety and road control while restriping was being done
- Rec Department, Senior Center, Library, and Upcounty Regional Services Center staff came to meetings, provided meeting space and helped promote event

How was the event publicized?

- Website created
- A banner was hung at local government sites
- Written publicity included flyers, signs, newspaper articles, and faxes
- Old-fashioned door-to-door and phone interaction were also used and proved to be very helpful

What were the biggest challenges?

- Finding time for planning and publicity while running a business
- Getting the message out
- Getting businesses to sign up for involvement and for donating or providing goods at a discount
- Getting school groups involved

Thank-You!

What were the results?

- About 5 large truckloads of debris collected from all locations, plus tree debris
- Many areas mulched and weeded, shrubs pruned, railings and birdhouses painted, lines re-stripped, trails cleared, asphalt repaired – a much cleaner Damascus!!
- A much cleaner Damascus
- A stronger sense of community, resulting from putting differences aside, working together, and forming new friendships!
- New community projects have sprung up because of the Clean Up effort, including Project Awareness, which raises awareness among teens and young adults of the dangers of drugs

Helpful Tips for your Cleanup Day

- Open your event to people of all ages and abilities, and to community groups
- Have plenty of volunteer jobs available that do not require special skills
- Ask people who frequent businesses to solicit donations from those businesses
- It's ok to wait to assign jobs in order to maximize flexibility (other than leadership roles), until the day of the event
- Think carefully about logistics, such as where people will park
- Provide water to all volunteers
- Have a contingency plan for rain or other inclement weather
- Make it fun!! Offer refreshments before/during the event and have a party for all afterwards!



**MAKE A DIFFERENCE
IN YOUR COMMUNITY
SIGN UP TODAY**

PLEDGE 25



What can Community Service Day
look like in Silver Spring?

- October 16: World of Montgomery Festival (Wheaton)
- 16-22 Service Projects and Volunteer Fairs throughout Montgomery County
- October 22: Community Service Day Celebration (Silver Spring)



Indoor Projects



What does Community Service
Day look like for your
organization?